



ShareSoc Growth Company Seminar

11TH FEBRUARY 2025

OVERVIEW

- Britain's **Oldest Brewer**
- Run by the fifth generation of the Neame family **since 1698**
- Britain's **Oldest Manufacturing Site**
- Brewery produces more than **35 million pints** each year and has won in excess of **40 brewing awards** in the last five years
- Operates **290 pubs**, inns and hotels across Kent, London and the Southeast
- **£172.3m** (2024) Turnover
- **£7.9m** (2024) Profit before tax



STRATEGIC OBJECTIVES: WE AIM TO BE THE LEADING BEER AND PUB OPERATOR IN KENT AND SOUTHEAST

RECRUIT NEW CUSTOMERS



Our unique pubs, distinctive beers and strong customer relationships help attract new customers.

BUILD A GREAT TEAM OF DEDICATED PEOPLE



We are dedicated to helping our teams be at their best, enabling them to learn and develop, thus creating rewarding and fulfilling careers for all of our employees.

DELIGHT OUR CUSTOMERS WITH GREAT EXPERIENCES



Delighting our customers is ingrained in our purpose and mission.

CREATE PASSIONATE ADVOCATES FOR OUR BEER AND PUBS



We create advocates who are invested in our purpose and mission, and who share our values.

- To operate the best pubs, **unique, authentic and characterful buildings** that are local market leaders
- **Superb facilities**, defined by **warmth of welcome** and quality of **customer experience**
- Aim to win customers through **quality of drinks, breadth** of range, excellence of **innovation, quality of service**
- **Our Beer** is our **differentiator**, part of our DNA and **heritage**



We are committed to doing the right thing for our communities, our people and our environment.

As part of our People, Pubs & Planet strategy, we have set out three key pledges:



NET ZERO CARBON FOR
DIRECT EMISSIONS BY 2030



NET ZERO FOR SCOPE
3 EMISSIONS NO LATER THAN 2040



ZERO WASTE TO
LANDFILL BY 2025

These objectives are purposely ambitious, and while we recognise there is more to be done, we are proud of our achievements so far.

Our extensive investment in new energy-saving initiatives and technology across our pubs and brewery is already demonstrating positive results.

80%

OF HOPS ARE
SOURCED
IN KENT



98.5%

OF MALT IS UK
SOURCED



100%

GREEN CO2
USED IN OUR
PRODUCTION
PROCESS



100%

ELECTRICITY FROM
RENEWABLE
SOURCES USED IN
OUR BREWERY



60%

OF WATER
USED IS
RECYCLED



97%

OF SPENT GRAIN
AND HOPS
RECYCLED BY
LOCAL FARMS



99%

RECYCLABLE
PACKAGING
MATERIALS USED
IN BREWERY



Find out more
about Shepherd
Neame's People,
Pubs and Planet
strategy



BREWING AND BRANDS



WHITSTABLE BAY



THE BRAND

Whitstable. A place where time stands still for those that ask it to. Where inspiration flows down from our colourful coastline, rich culture and the constant creativity all around us. And we pour it straight into the beers we brew.



SHEPHERD NEAME

SHEPHERD NEAME Spittfire

THE BRAND

Spittfire is a thoroughly British beer that has gained a worldwide following in recent years boosted by a series of iconic advertising campaigns.

THE STORY

Originally brewed to commemorate the 50th anniversary of the Battle of Britain, Spittfire has become a top 10 Premium Bottled Ale and is sold in over 35 countries worldwide.

SHEPHERD NEAME



PROUD SPONSOR OF



SHEPHERD NEAME

BEAR ISLAND



THE BRAND

Bear Island blends the best of US & British hops and takes its name from the island which once sat within the grounds of Britain's oldest brewer.

THE STORY

Bear Island salutes our great trading past blending Cascade and Amarillo hops imported from the US with native British Boadicea hops.



SHEPHERD NEAME

SMALL BATCH

The Small Batch range is designed to offer a point of difference from Britain's oldest brewer's core range, tapping into consumer trends gaps in the market



THE FIRST BREW
FIRST DROP
4.3% ABV

This Session IPA is a fusion of four hops (UK Challenger and Jester, US Mosaic and Amarillo) with lively citrus aromas and flavours. It proved so popular it has been scaled up to the main 110 barrel brewhouse and is now undergoing an extended trial across the Shepherd Neame estate and selected free trade outlets.



CURRENT
UNFILTERED PILSNER
4.4% ABV

A crisp modern take on continental Pilsner with Saaz and Hallertau Tradition hops providing a light and refreshing herbal aroma.



UPCOMING
NEW ENGLAND XPA
5.1% ABV

Extra hoppy and full bodied, this XPA has bursts of citrus, grapefruit and pine notes courtesy of Cascade, Centennial, Citra and Nugget hops. Launching at end June 2024



SHEPHERD NEAME



BISHOPS FINGER

KENTISH STRONG ALE

THE BRAND

A true connoisseur's beer and one of Britain's oldest bottled ales; first brewed in 1958.

THE STORY

Named after an ancient Kentish signpost found on the Pilgrim's Way pointing to Canterbury and the shrine of Thomas à Becket. It was Shepherd Neame's first strong ale after the end of 20 years of malt rationing.

TASTING NOTES

Bishops Finger is a rich, ruby coloured Kent classic, offering a robust malty aroma courtesy of the Crystal malt that is supported with notes of toffee, vanilla and bitter orange. Medium bodied and smooth, this well-balanced beer delivers on taste with a full, firm sweetness paired with a zesty, spicy bitterness that gives way to lingering notes of prune, plum and raisin.

ABV	SEE	TASTE	SMELL	BITTER/SWEET	HOPS
Bottle - 5.2%	Chestnut Brown	Rich, Fruity, Bitter	Roast, Toffee, Berries	4/3	Target, Goldings & First Gold
Cask - 5.0%					
Keg - 5.2%					

AVAILABLE IN: 500ML BOTTLE | 9GAL CASK | 30L KEG



SHEPHERD NEAME



THE BRAND

Made with a signature blend comprising of 100% premium malt and barley using the world's finest Saaz hops and slow-brewed with the purest Thai spring water, comes the most iconic taste of Thailand: Singha.

THE STORY

Singha is Thailand's first and official premium lager, loved by the Thai nation and beyond. The brand proudly displays the Garuda royal seal of approval and is identified by the iconic mystical golden lion featured on its packaging and logo. This mystical lion was inspired by one of four great lions in Thai literature, believed to be the King of the Himmaman Forest, a legendary place in Thai mythology.

PARTNERS

To develop the brand in the UK, we work with a number of key partners:



TASTING NOTES

The secret of Singha's signature taste lies in its ingredient sourcing process. Finest ingredients from the best produce takes Singha beer to the global standard quality in terms of flavour, colour and aroma.

ABV	SEE	TASTE	SMELL	BITTER/SWEET	HOPS
5.0%	Light Golden	Refreshing, Crisp	Malty, Hoppy	2/3	Saaz

AVAILABLE IN: 330ML BOTTLE | 630ML BOTTLE
330ML CAN | 30L KEG | 50L KEG

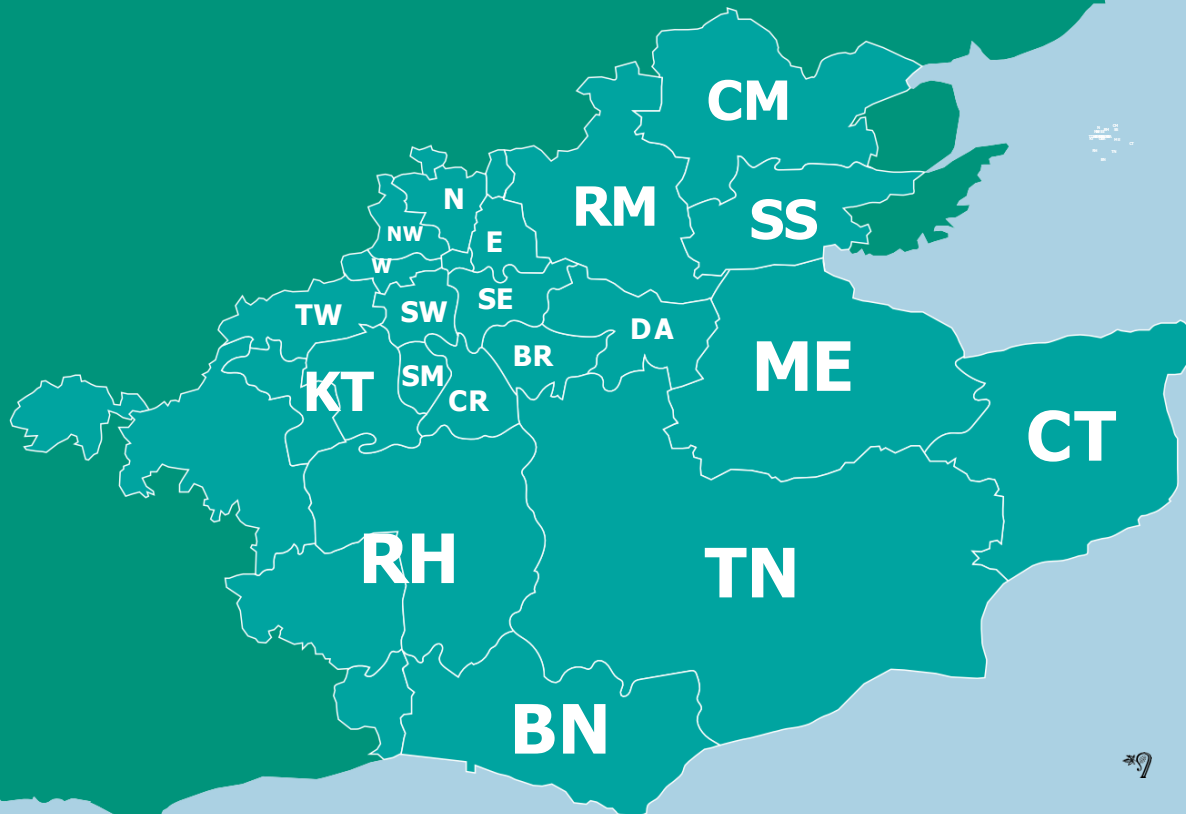


THE ORIGINAL THAI BEER



Winning in our Heartland

We have made a major investment in service with a new partnership with GXO Logistics, based at our Faversham Distribution Centre (SNDG)



SUPPLYING THE BEST ACCOUNTS



1. Gillingham Football Club

2. Open Golf

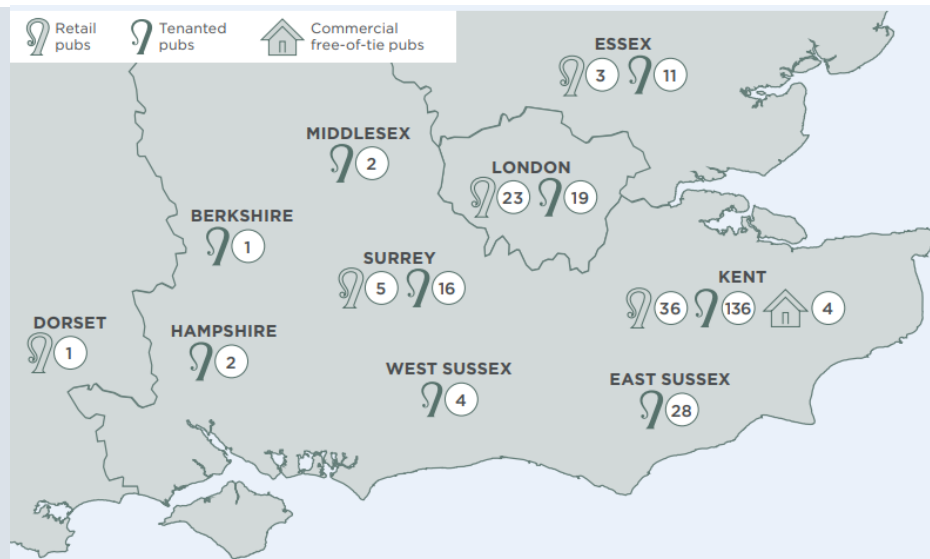
3. Kent Cricket

4. Faversham Hop Festival

OUR PUBS



UNIQUE AND CHARACTERFUL PUBS



Significant pro-active asset management with over 100 disposals and around 40 acquisitions since 2010

OUR PUBS THE LEADERS IN THEIR COMMUNITIES



Duke of Cumberland, Whitstable



The Crown, Blackheath

OUR PUBS THE LEADERS IN THEIR COMMUNITIES



The Bishops Finger, London



The Ship Inn, Herne Bay

PREMIUM DESIGN



1. Duke of Cumberland, Whitstable
2. Swan and Dog, Ashford



3. The Crown, Blackheath
4. Tom Cribb, London

RECENT INVESTMENTS



1. Britannia, Guildford
2. White Horse Inn, Boughton



3. Horse and Groom Willmington
4. Britannia, Guildford

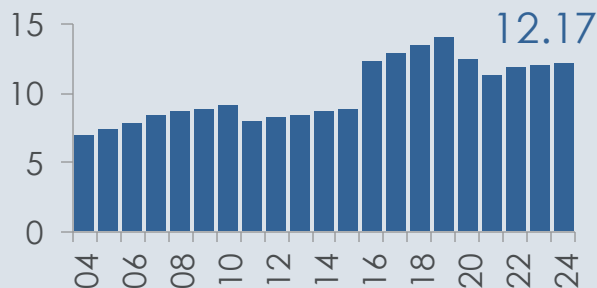
FINANCIAL PERFORMANCE AND OUTLOOK



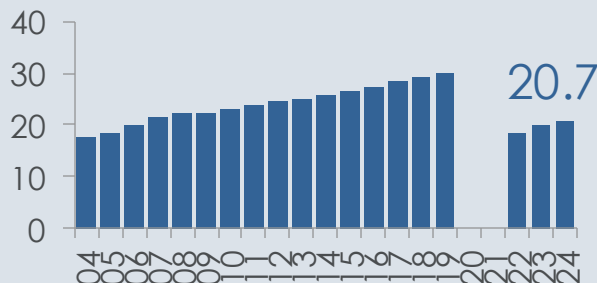
A TRACK RECORD OF STEADY DIVIDEND AND NET ASSET GROWTH FOR SHAREHOLDERS OVER THE LONG TERM

53 Weeks to 29 June 2024		
Underlying	£m	Growth %
Revenue	172.3	+3.6%
EBITDA	25.1	+6.4%
Profit before tax	7.9	+4.4%
Net Assets	181.0	
Number of pubs	291	
Freehold mix	85%	

Net Asset per share



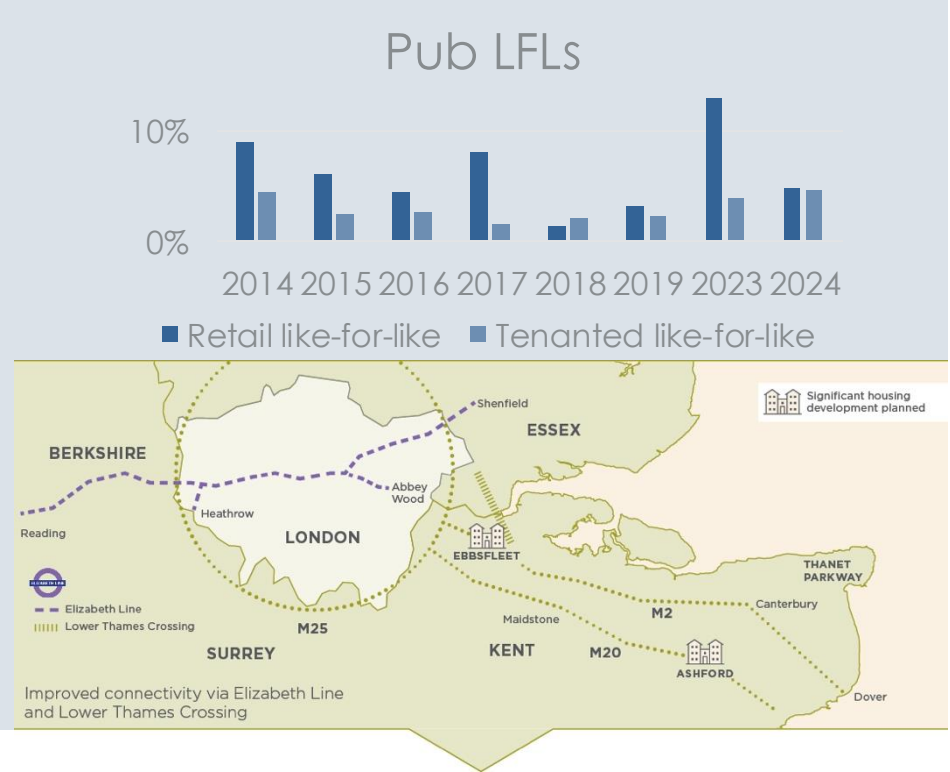
Dividend



- Respected management team across the industry
- Strong balance sheet
- Well-funded with 85% of net debt on fixed rates of interest

THE GROWTH OPPORTUNITY – OUR HEARTLAND EXPECTED TO TRANSFORM

- Consistent track record of organic LFL growth with the existing business
- Heartland undergoing substantial infrastructure investment, house building and population growth
- We expect our future guests
 1. To seek more premium experiences
 2. Will be more health-conscious
 3. Will want occasions without alcohol
 4. To value provenance and authenticity



THE SHORT TERM

- Budget creates major challenges for Retail and Hospitality business with high labour and NIC costs
- Secondary cost impact on supply chain, ie property and logistic costs
- Consumer confidence should improve with net disposable income growing and interest rates falling
- Strong pipeline of On Trade business and pub development opportunities



RECENT ANNOUNCEMENTS

- Christmas trading strong with Like-for-Like sales for 31 days to 6 January 2025 +7.4%
- Resilient trends in Tenanted operations, with beer volume in decline driven by Bottled Ale sector weakness
- Combined impact of budget – NLW and NI increases – £2.6m pa. Impact felt from Q4 FY2025
- FY Cost Impact of new agreement with GXO previously announced at £1.2m pa - will now be £0.3m higher
- Share buyback and cancellation up to £0.5m announced 23 January 2020 - To be conducted by Peel Hunt LLP. The Board believes this to be in Shareholders interest and Buybacks and cancellation will, at a share price around the current level, enhance earnings per share and net asset value per share.

THE LONG TERM – BRITAIN'S OLDEST BREWER SET FOR THE FUTURE

- A well-funded, freehold backed balanced hospitality business
- A business with a strong purpose with Pubs at the heart of their communities
- Transformative infrastructure investment and population growth expected across trading heartland
- Track record of organic growth with strategy aligned to future trends in the marketplace



A photograph of a bar interior. In the foreground, a metal rack holds numerous clear glasses hanging upside down. Above this rack, another metal bar holds a row of glasses, some of which have the words "BEAR ISLAND" printed on them. To the right, a large, ornate glass pendant light fixture with three lit bulbs hangs from the ceiling. The background shows a bar counter with various bottles and framed pictures on the wall.

QUESTIONS

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